

## ABSTRACT OF THE DISCLOSURE

A display stand has supporting base which is self erecting by a pivotal board located within the base. The pivotal board is biased by an elastic cord and is pivotable between a horizontal position transverse to the base and a vertical downward position at which it is juxtaposed to the front panel of the base. The pivotal board is engageable with a horizontal slot opening formed in the rear panel of the base for maintaining the base in the erected condition. The side panels of the base are also foldable inwards along two vertical fold lines formed in the middle therein. A second elastic cord is connected between these fold lines so that it would pull the side panels to fold inwards at the vertical fold lines when the pivotal board is pulled downwards to disengage from the horizontal slot opening. A display tray is disposable in a forward sloping position on the base and the base in the collapsed folded condition may be placed within the tray for shipping, transporting, or storage.